ORDER

37555 **Orders** Order / Rev: Alt Order #: 08879243 Product Desc: Horsford/DCCC

> Estimate: 2011

Flight Dates: 10/12/12 - 10/18/12

GMMB

Original Date / Rev: 10/09/12 / 10/10/12

Order Type: **GENERAL** KLAS

Primary AE: Mike Jones

Sales Office:

Sales Region:

K-WAS

National

Agency

Name:

Buying Contact:

Billing Contact:

Washington, DC 20007

1010 Wisconsin Ave NW

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

EOM/EOC

00:15:00

Broadcast

15%

Cash

Advertiser

Name:

Priority:

Horsford - DCCC

Demographic:

A35+ PO1

Product Codes:

LV1

AGY, POL, CAND Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
10/01/12	10/18/12	51	\$48,540.00	\$41,259.00		

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	51	\$48,540.00	\$41,259.00	0.00
Totals	51	\$48,540.00	\$41,259.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$48,540.00
Market	100%	\$161,800.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$40,450.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$8,090.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type \$	Spots	Amount
E 1	8	10/15/12	10/18/12	8 News Now 5a M-	F CM	5-6a	MTWT	:30	2	\$225.00LV2	0.00 NM	2	\$450.00
				8 News Now 5a M	-F								
	8 NEW	S NOW											
	Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 10	/12/12	10/18/12	MTWT	2	\$225.00	0.00						
E 2	8	10/15/12	10/18/12	8 News Now 6a M-	F CM	6-7a	MTWT	:30	2	\$275.00LV2	0.00 NM	2	\$550.00
				8 News Now 6a M	-F								

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KLAS

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10/12/12 - 10/18/12

Estimate:

2011

Ln Ch Start End	Inventory Code B	reak Start/End	d Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
Start Date End D			Rating						
Week: 10/12/12 10/18/ E 3 8 10/15/12 10/18	·- · · · · · · · · · · · · · · · · · ·	2 \$275.00 M 7-9a	0.00 MTWT	:30	3	\$200.00LV2	0.00 NM	3	\$600.00
	CBS This Morning					•			• • • • • • • • • • • • • • • • • • • •
CBS THIS MORNING Start Date End D	ate Weekdays Spots∧	Veek Rate	Rating					!	
Week: 10/12/12 10/18/		3 \$200.00	0.00			· · · · · · · · · · · · · · · · · · ·			
E 5 8 10/14/12 10/14	l/12 Face The Nation C Face The Nation	M Face The N	NationS	:30	1	\$400.00LV2	0.00 NM	1	\$400.00
Start Date End D			Rating						
Week: 10/08/12 10/14/ E 6 8 10/12/12 10/18		1 \$400.00 M 9-10a	0.00 MTWTF	:30	2	\$300.00LV2	0.00 NM	2	\$600.00
	Live w/Kelly	W 5-10a	PHWITE	.50	-	Ψ000.00LV ₂	0.00 14141	_	\$ 000.00
LIVE! WITH KELLY Start Date End_D	ate Weekdays Spots∧	Veek Rate	Rating						
Week: 10/12/12 10/18/		2 \$300.00	0.00						
E 8 8 10/12/12 10/12		M 11a-12p	F	:30	1	\$550.00LV2	0.00 NM	1	\$550.00
YOUNG & RESTLESS	Young & Restless								
Start Date End D			Rating						
Week: 10/12/12 10/18/ E 9 8 10/12/12 10/18		1 \$550.00 M 12-1230p	0.00 MTWTF	:30	2	\$325.00LV2	0.00 NM	2	\$650.00
	8 News Now Noon M-F	,							
8 NEWS NOW AT NOO Start Date <u>End D</u>		Veek Rate	Rating						
Week: 10/12/12 10/18/		2 \$325.00	0.00						
E 10 8 10/15/12 10/18			MTWT	:30	1	\$375.00LV2	0.00 NM	1	\$375.00
LET'S MAKE A DEAL	Soaps / Let's Make A Dea	ai							
Start Date End D		<u>Neek Rate</u> 1 \$375.00	Rating 0.00			1			
Week: 10/12/12 10/18/ E 12 8 10/12/12 10/18		M 3-4p	MTWTF	:30	2	\$425.00LV2	0.00 NM	2	\$850.00
	Ellen	·							
ELLEN Start Date End D	ate Weekdays <u>Spots</u> ^	Veek Rate	Rating						
Week: 10/12/12 10/18/	12 MTWTF	2 \$425.00	0.00			 			
E 13 8 10/12/12 10/1	8/12 8 News Now 4p M-F C 8 News Now 4p M-F	:M 4-5p (4:30 PM-5	11112 :00 PM)	:30	6	\$1,575.00LV1	0.00 NM	6	\$9,450.00
8 NEWS NOW AT 4PM		(1.00 : 1 0	,						
<u>Start Date</u> <u>End D</u> Week: 10/12/12 10/18/		<u>Neek Rate</u> 6 \$1,575.00	Rating 0.00						
	3/12 8 News Now 5-630p M-RC		11112	:30	6	\$1,750.00LV1	0.00 NM	6	\$10,500.00
O NEWS NOW BOTATI	8 News Now 5-630p M-F								
8 NEWS NOW ROTATI Start Date End D		Neek Rate	Rating						
Week: 10/12/12 10/18	······································	6 \$1,750.00	0.00			24 400 001 1/4	0.00.184		64 400 00
E 17 8 10/15/12 10/1	5/12 Mon 8-9p C How Met Mother/ Partner	:M 8-9p s (8:00 PM - 9	M :00 PM)	:30	1	\$1,400.00LV4	0.00 NM	1	\$1,400.00
HOW I MET MOTHER/ PARTNERS									
Start Date End D Week: 10/15/12 10/21		<u>Neek Rate</u> 1 \$1,400.00	Rating 0.00						
E 18 8 10/16/12 10/1	6/12 Tue 8-9p C	CM 8-9p	-T	:30	1	\$1,800.00LV4	0.00 NM	1	\$1,800.00
NCIS	NCIS								
Start Date End D			Rating						
Week: 10/15/12 10/21. E 19 8 10/17/12 10/1		1 \$1,800.00 CM 8-9p	0.00 w	:30	1	\$1,700.00LV4	0.00 NM	1	\$1,700.00
	Survivor: Philippines	.π. ο-ομ		.50	,	\$111 00.00EV4	0.00 11141		Ţ.,. OO.OO
SURVIVOR 25								Ī	

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2011

											
Ln (Ch Sta	art End	Inventory Code	Break	Start/End	Time Days	Len Spo	its Rate Pri	Rtg Type	Snots	Amount
E 19		7/12 10/17/1		CM	8-9p	W		1 \$1,700.00LV4		1	\$1,700.00
			Survivor: Philippii	nes							• • • • • • • • • • • • • • • • • • • •
S	URVIVOR :		. Marakatawa	O	Data	Datin -					
Wee	<u>Start Da</u> 21:15/15			Spots/Week 1	<u>Rate</u> \$1,700.00	Rating 0.00					
E 20		8/12 10/18/1		СМ	8-9p	T	:30	1 \$1,900.00LV4	0.00 NM	1	\$1,900.00
			Big Bang / 2 1/2 i	Vlen"	•						
Bi	ig Bang/ 2.		10/a akdaya	Canta Minak	Data	Detine		1			
Wee	<u>Start Da</u> 2k: 10/15/12			Spots/Week 1	<u>Rate</u> \$1,900.00	Rating 0.00					
E 21	8 10/	2/12 10/12/1		СМ	8-9p	F	:30	1 \$1,000.00LV4	0.00 NM	1	\$1,000.00
_	0. 1 0.		CSI: NY								
C	SI: NY Start Da	te End Date	e Weekdays	Spots/Week	Rate	Rating					
Wee	ek: 10/08/12				\$1,000.00	0.00					
<u>Spot</u>	Ch Date		Description	· · · · · · · · · · · · · · · · · · ·	/End Time	_	<u>Neekdays</u>		Rtg Type		
1	8 10/0 See MG	8/12-10/14/12 21 2	? Fri 8-9p	8-9p		•	F	:30 (\$1,000.00)	U.UU IVIVI		
2		27.2 8/12-10/14/12	Fri 9-10n	9-10	n		F	:30 \$1,000.00	0.00 NM		
		21.1 10/12		0.0	•			1			
	[okay pe	r Misty to mo	ve to correct time per	iod - LM]				· · · · · · · · · · · · · · · · · · ·			
E 22	8 10/	2/12 10/12/1	2 Fri 10-11p	CM	10-11p	F	:30	1 \$1,200.00LV4	0.00 NM	1	\$1,200.00
В	LUE BLOO	DS	Blue Bloods					i			
	Start Da		<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Wee	ek: 10/08/12	10/14/12	F	1	\$1,200.00	0.00				_	
E 23	8 10/	3/12 10/13/1	2 Sat 10-11p	CM	10-11P	5-	:30	1 \$650.00LV4	0.00 NM	1	\$650.00
48	B HOURS	NYSTERY	48 Hours Mystery	<i>(</i>							
	Start Da			Spots/Week	Rate	Rating		i			
	ek: 10/08/1			1	\$650.00	0.00	.20	1 \$1,500.00LV2	0.00 NM	1	\$1,500.00
E 24	8 10/	14/12 10/14/1	2 Sun 7-8p 60 Minutes	СМ	7-8p	S	:30	1 \$1,500.00LV2	U.UU ININI	•	\$1,500.00
66	MINUTES	;	00 1/1111000								
	Start Da			Spots/Week	Rate	Rating			1		
	ek: 10/08/1:			M-F CM	\$1,500.00 11-1135p	0.00	:30	3 \$2,100.00LV1	0.00 NM	3	\$6,300.00
E 25	8 10/	12/12 10/18/	2 8 News Now 11p 8 News Now 11p		11-1135p	111	.50	5 42,100.00241	0.00 11111		40,000 .00
8	NEWS NO	W AT 11PM						!	!		
	Start Da			Spots/Week	Rate	Rating 0.00					
E 26	ek: 10/12/1: 8 10/		2 8 News Now 11p		\$2,100.00 11-1135P	SS	:30	1 \$1,225.00LV1	0.00 NM	1	\$1,225.00
E 20	0 10/	13/12 10/14/	8 News Now Sa/					. ,			
8		W AT 11PM-\				5					
Ma	<u>Start Da</u> ek: 10/08/1			Spots/Week	<u>Rate</u> \$1,225.00	Rating 0.00					
E 28			12 Craig Ferguson	CM	1237a-137a		:30	3 \$125.00LV2	0.00 NM	3	\$375.00
			Craig Ferguson		(12:37 XM-1						
L	ATE LATE		a Maakdaya	Spots/Week	Pate	Rating					
We	<u>Start Da</u> ek: 10/12/1			3		0.00					
N 32		13/12 10/13/		СМ	NCAA Colle	ge FooS-	:30	2 \$1,050.00LV1	0.00 NM	2	\$2,100.00
			NCAA College F								
10/0	Start Da			Spots/Week	<u>Rate</u> \$1,050.00	Rating 0.00					
N 33	ek: 10/08/1 8 10/		12 Sat Prime Specia		730-10p	S-	- :30	2 \$500.00LV2	0.00 NM	2	\$1,000.00
.100			KLAS Movie: Th		· - •						
	Start Da			Spots/Week		Rating					
	ek: 10/08/1			5 7n CM	\$500.00 5-7p	0.00 S-	- :30	2 \$225.00LV2	0.00 NM	2	\$450.00
N 34	8 10/	13/12 10/13/	12 8 News Now Sat 8 News Now Sat		9-7 p	3-	.50	- Ψ220.00 L V 2	J.00 14141	[Ψ-100,00
				•					'	_	

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Ln C	Ch	Start	End	Inventory Code	e Break	Start/End	l Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 34	8	10/13/12	10/13/12	8 News Now Sat 8 News Now Sat	•	5-7p	S-	:30	2	\$225.00LV2	0.00 NM	2	\$450.00
Wee	<u>Start</u> k: 10/0		End Date 10/14/12	Weekdays S-	Spots/Week 2	<u>Rate</u> \$225.00	Rating 0.00						
N 35	8	10/14/12	10/14/12	8 News Now Sur 8 News Now Sur		8 News Nov	w Sun AS	:30	1	\$350.00LV2	0.00 NM	1	\$350.00
Wee	<u>Start</u> ek: 10/0		End Date 10/14/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
N 36	8	10/14/12	10/14/12	Sun 4-5P Elec P 4-5p Electric Pla		4-5p	- S	:30	1	\$615.00LV1	0.00 NM	1	\$615.00
Wee	<u>Start</u> k: 10/0		End Date 10/14/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$615.00	Rating 0.00						
											Totals	51	\$48,540.00